

Forecasted 3 Week Cash Flow Budget

Between July 30, 2022 and August 19, 2022

	Period 07/30/2022- 08/05/2022	08/06/2022- 08/12/2022	08/13/2022- 08/19/2022
Week Number	1	2	3
Income			
Product Sales	\$ 595,489.01	\$ 595,489.01	\$ 595,489.01
Advertising	-	-	-
Donations	3,141.25	3,141.25	3,141.25
Total Income	598,630.26	598,630.26	598,630.26
Selling & Product Costs			
Inventory Purchase	(76,155.17)	(76,155.17)	(76,155.17)
Repay PQPR Inventory	-	(250,000.00)	-
Merchant Account Fees	(26,797.01)	(26,797.01)	(26,797.01)
Shipping cost for drop ship orders	(7,911.81)	(7,911.81)	(7,911.81)
Fulfillment Services	(95,278.24)	(95,278.24)	(95,278.24)
Processor Fees	(23,819.56)	(23,819.56)	(23,819.56)
eCommerce Store Maintenance	(27,270.00)	-	-
Texas Sales Tax	(5,337.87)	-	-
Total Cost of Goods Sold	(262,569.67)	(479,961.80)	(229,961.80)
Operating Expenses			
Advertising & Promotion			
Advertising & Promotion	(3,041.98)	-	-
Print Media	(3,000.00)	-	-
Radio Show Advertising	(11,500.00)	-	-
Total Advertising & Promotion	(17,541.98)	-	-
Computer/IT/IP Expense			
Internet & TV services	(2,082.90)	-	(1,608.39)
Software License Fees	(140.80)	-	-
Server Hosting Service	(28,595.13)	-	-
CDN Video Cloud Storage	(55,728.00)	-	-
Satellite Service	(137,282.93)	-	-
Imaging License Fee	(9,201.25)	-	-
Software & Apps	(5,000.00)	-	-
Website Hosting	-	-	(266.50)
Total Computer/IT/IP Expense	(238,031.01)	-	(1,874.89)
Insurance	(2,166.50)	-	-
Office & Administrative Expense			
Bank Fees & Service Charges	(45.90)	(45.90)	(45.90)
Equipment Rental	(1,989.90)	-	-
Office Supplies/Printing/Copy	(2.10)	(2.10)	(2.10)
Business Meals	(280.46)	(280.46)	(280.46)
Total Office & Administrative Expense	(2,318.36)	(328.46)	(328.46)
Outsourced Services	(45,980.00)	-	-
Consulting Services	(22,670.00)	-	(12,000.00)
Utilities			
Electricity	-	-	(5,107.63)
HVAC	(256.19)	-	-

	<i>Period 07/30/2022- 08/05/2022</i>	<i>08/06/2022- 08/12/2022</i>	<i>08/13/2022- 08/19/2022</i>
CAM Charges	(20,364.16)	-	-
Water & Sewer	(1,708.55)	-	-
Gas Service	(132.09)	-	-
Pest Control	(244.65)	-	-
Waste Management	(351.81)	-	-
Total Utilities	(23,057.46)	-	(5,107.63)
Occupancy			
Rent	(33,408.51)	-	-
Office Security	(31,111.90)	-	-
Repair & Maintenance - Building	(1,777.19)	-	-
Janitorial	(5,983.33)	-	-
Total Occupancy	(72,280.93)	-	-
Supplies	(1,258.02)	-	-
Telephone	(18,337.88)	-	-
Personnel Expenses			
Salaries & Wages - Base	(168,467.44)	-	(168,467.44)
Payroll Tax	(13,971.09)	-	(13,971.09)
Alex Jones Salary	(54,166.67)	-	(54,166.67)
Total Personnel Expenses	(236,605.20)	-	(236,605.20)
Travel			
Mileage/Parking/Tolls	(99.69)	(99.69)	(99.69)
Vehicle Leases	-	(1,470.56)	-
Total Travel Expenses	(99.69)	(1,570.25)	(99.69)
Total Operating Expenses	(680,347.03)	(1,898.71)	(256,015.88)
Non-Operating Expenses			
Payment on PQPR Note	(12,500.00)	(15,500.00)	(27,500.00)
AMEX Payment	(172,390.28)	-	(172,390.28)
Total Other Expenses	(184,890.28)	(15,500.00)	(199,890.28)
Professional Fees			
CRO Fees	-	-	-
Financial Adviosr Fee	-	-	-
Shannon & Lee LLP	-	-	-
Ray Battaglia	-	-	-
Total Professional Fees	-	-	-
Total Cash Flow	\$ (529,176.72)	\$ 101,269.75	\$ (87,237.70)